

**In the Claims**

1           1. - 6. (Cancelled)

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1           7. (Currently Amended) A content reproduction apparatus, comprising:

2           content storing means for storing commercial content;

3           receiving means for receiving broadcast programs;

4           first reproducing means for reproducing the received broadcast programs on a  
5   monitor;

6           registered instruction storing means for storing one or more specified user  
7   instructions;

8           instruction receiving means for receiving [[a]] user instructions;

9           instruction judging means for judging whether the received user instruction  
10   corresponds to any of the stored user instructions; ~~and~~

11          control means for controlling a reproduction period of the stored commercial  
12   content in accordance with a type of the received user instructions; and

13          second reproducing means for reproducing the stored commercial content on the  
14   monitor under the reproduction period control of the control means when the received  
15   user instruction is judged to correspond to one of the stored user instructions.

1           8. (Currently Amended) The content reproduction apparatus of claim 7, the  
2   second reproducing means including

3          display-mode controlling means for controlling a reproduction display-mode of  
4   the commercial content in accordance with ~~a content~~ the type of the user instruction  
5   judged to correspond to one of the stored user instructions.

1           9. (Currently Amended) The content reproduction apparatus of claim 8, further  
2 ~~comprising the control means including:~~  
3           ~~canceled means for canceling a reproduction of the commercial content, and~~  
4           ~~the canceled means further including~~  
5           termination instruction receiving means for receiving a termination instruction  
6 from a user to terminate the reproduction of the commercial content being reproduced;  
7 and  
8           acceptance judging means for judging, in accordance with ~~a content~~ the type of  
9 the user instruction judged to correspond to one of the stored user instructions, whether  
10 the termination instruction should be accepted,  
11           ~~wherein the canceled control means cancels~~ has the second reproducing means  
12 i) terminate the reproduction of the commercial content being reproduced when the  
13 termination instruction is judged to be acceptable, and ii) continue the reproduction of  
14 the commercial content for a predetermined time period from the start of reproduction  
15 when the termination instruction is judged to be not acceptable.

1           10. (Currently Amended) The content reproduction apparatus of claim 9,  
2 ~~wherein the further comprising~~ canceled means cancels the reproduction of the  
3 commercial content during the broadcast program when the broadcast program is a  
4 specified broadcast program.

1           11. (Original) The content reproduction apparatus of claim 10, the canceling  
2 means including  
3           broadcast program type judging means for judging whether the broadcast  
4 program being reproduced is a pay broadcast program; and  
5           subscription judging means for judging, when the broadcast program is judged  
6 to be the pay broadcast program, whether the broadcast program being reproduced has  
7 been subscribed,  
8           wherein the canceling means cancels the reproduction of the commercial content  
9 when the broadcast program is judged to be a subscribed pay broadcast program.

1           12. (Currently Amended) The content reproduction apparatus of claim 7, further  
2 comprising:  
3           ~~canceling means for canceling a reproduction of the commercial content, and~~  
4           ~~the canceling means further including~~  
5           termination instruction receiving means for receiving a termination instruction  
6 from a user to terminate the reproduction of the commercial content being reproduced;  
7 and  
8           acceptance judging means for judging, in accordance with ~~a content~~ the type of  
9 the user instruction judged to correspond to one of the stored user instructions, whether  
10 the termination instruction should be accepted,  
11           ~~wherein the canceling control means cancels~~ has the second reproducing means  
12 i) terminate the reproduction of the commercial content being reproduced when the  
13 termination instruction is judged to be acceptable, and ii) continue the reproduction of

14 the commercial content for a predetermined time period from the start of reproduction  
15 when the termination instruction is judged to be not acceptable.

1           13. (Currently Amended) The content reproduction apparatus of claim 12,  
2 ~~wherein the~~ further comprising canceling means cancels the reproduction of the  
3 commercial content during the broadcast program when the broadcast program is a  
4 specified broadcast program.

1           14. (Original) The content reproduction apparatus of claim 13, the canceling  
2 means including  
3           broadcast program type judging means for judging whether the broadcast  
4 program being reproduced is a pay broadcast program; and  
5           subscription judging means for judging, when the broadcast program is judged  
6 to be the pay broadcast program, whether the broadcast program being reproduced has  
7 been subscribed;  
8           wherein the canceling means cancels the reproduction of the commercial content  
9 when the broadcast program is judged to be a subscribed pay broadcast program.

1           15. -16 (Cancelled)

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1           17. (Currently Amended) A reproduction method for a content reproduction apparatus  
2   having both content storing means for storing commercial content and registered instruction  
3   storing means for storing one or more specified user instructions, comprising:

4           a receiving step for receiving broadcast programs;

5           a first reproducing step for reproducing the received broadcast programs on a monitor;

6           an instruction receiving step for receiving [[a]] user instructions;

7           an instruction judging step for judging whether the received user instruction corresponds  
8   to any of the stored user instructions; and

9           a control step of controlling a reproduction period of the stored commercial content in  
10   accordance with a type of the received user instruction; and

11          a second reproducing step for reproducing the stored commercial content on the monitor  
12   under the reproduction period control of the control step, when the received user instruction is  
13   judged to correspond to one of the stored user instructions.

1           18. (Cancelled)

1           19. (Currently Amended) A recording apparatus for recording a computer program  
2   which is used by a content reproduction apparatus having both content storing means for storing  
3   commercial content and registered instruction storing means for storing one or more specified  
4   user instructions, the computer program comprising:

5           a receiving step for receiving broadcast programs;

6           a first reproducing step for reproducing the received broadcast programs on a monitor;

7           an instruction receiving step for receiving [[a]] user instructions;

an instruction judging step for judging whether the received user instruction corresponds to any of the stored user instructions; ~~and~~  
a control step of controlling a reproduction period of the stored commercial content in accordance with a type of the received user instruction; and  
a second reproducing step for reproducing the stored commercial content on the monitor under the reproduction period control of the control step, when the received user instruction is judged to correspond to one of the stored user instructions.

20. (New) A content reproduction apparatus for selectively displaying to a subscriber user broadcast program content (BC) data and commercial content (CC) data comprising:

a BC data receiving unit;

a BC processing unit for processing BC data from the BC receiving unit to enable display of the BC data;

a CC data receiving unit;

a CC processing unit for processing CC data from the CC data receiving unit to enable display of the CC data;

a CC storage unit connected to the CC processing unit to store CC data;

a user interface unit for receiving user instructions;

a BC output control unit connected to the BC processing unit responsive to user instruction;

apparatus information storage unit for storing BC information, subscription information and pre-select information;

15           a CC output control unit connected to the CC processing unit; and  
16           a CC output notification unit connected to the CC output control unit, the user  
17           interface unit and the apparatus information storage unit for specifying a selected channel  
18           and controlling the CC output control unit to output CC data in the event that a pre-  
19           determined time period of appropriate duration for CC data reproduction is available  
20           relative to BC data reproduction.

1           21. (New) The content reproduction apparatus of claim 20, wherein the CC output  
2           notification unit can further output CC data when one of BC data reproduction is not being  
3           broadcast and the BC data is a non-subscriber pay broadcast.